Newfoundland Labrador

Fisheries and Aquaculture

Fish Processing Licensing Board

Activity Plan 2011- 2013

Letter from the Chairperson

In compliance with the Government of Newfoundland and Labrador's commitment to transparency and accountability, and on behalf of the Board, I am pleased to present to the House of Assembly the Fish Processing Licensing Board Activity Plan for 2011-2013.

The Activity Plan spans a three year period, and has been developed in accordance with the Minister of Fisheries and Aquaculture's Strategic Directions and covers the planning requirements laid out under the *Transparency and Accountability Act*. The work of the Board supports Government's Strategic Direction to strengthen the role of the fishing industry as a key pillar of sustainable economic growth within the province; in particular, the fisheries sector efficiency component of this Direction, as shown in Appendix A.

As chairperson of the Fish Processing Licensing Board, my signature below is indicative of the Board's accountability for the preparation of the Plan and the achievement of the objectives therein.

Ted Lewis
Chairperson
Fish Processing Licensing Board

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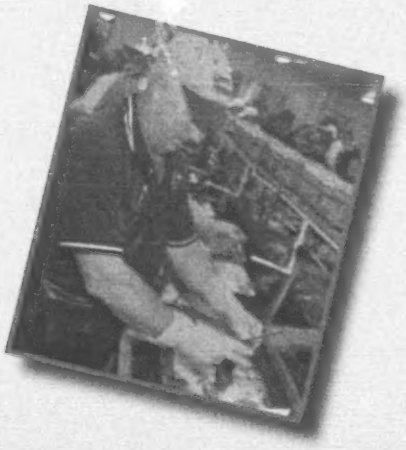
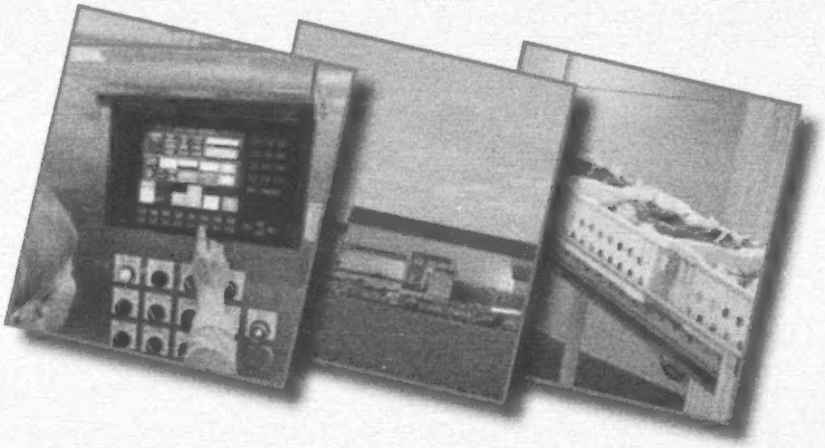


1.0 Overview

In 2010, there were 121 processing facilities operating in this province; 102 primary, 10 in-province retail, 5 aquaculture and 4 secondary. The Fish Processing Licensing Board is responsible for reviewing and assessing all fish processing license proposals or requests made to the provincial government. To ensure that interested members of the public have the opportunity to provide comments to the Board with respect to fish processing license applications, applicants must advertise their intention in both a generally-circulated and a regional newspaper.

The Board's recommendations to the Minister of Fisheries and Aquaculture on all licensing proposals, or requests made to Government regarding fish processing licenses, are made public as are the final decisions of the Minister. There is no formal appeal process.

To ensure equity and impartiality, all Board members are appointed by the Lieutenant Governor in Council.



1.1 Composition of the Board

The composition of the Board is as follows:

1. The Board shall consist of five members to be appointed by the Lieutenant Governor in Council, who shall serve at pleasure.
2. The membership of the Board shall include:
    - One member who shall be designated by the Lieutenant Governor in Council as the Chairperson of the Board; and
    - One member who shall be elected Vice Chairperson of the Board by an internal vote of the Board.

As of December 31, 2010, the Board was comprised of Ted Lewis (Chairperson), David Bonnell (Vice Chairperson), Ida Powell, Shirley Shea and David Woodman.

Ted Lewis (Chairperson)

Ted's roots stem from the small community of Conche, a traditional fishing village on the eastern side of the Northern Peninsula. His ties to both the land and the sea are responsible for his profound respect for nature and the environment. The sustainability of the environment is critical not only to the success of his business interests and lifestyle but to the two communities where he currently resides, his employees and their families, as well as to businesses in the region.

Ted's education, employment, self-employment, volunteer and family experience have provided him with a broad perspective which enables him to contribute in a meaningful way to any organization of which he is a part. In 1995, he turned his focus to forestry, bringing with him skills acquired from his time in both the fishing and forestry industries; lessons learned from employment and self-employment; and ingenuity gained from life choices. With few resources, he set up a logging business that had no cutting allocations, no harvesting equipment and limited resources and which within ten years became one of the strongest, most vital parts of our primary forest industry. He went on to become the owner of the largest sawmill operating in the region and is currently President of Holson Forest Products Limited.

Mr. Lewis was appointed Chairperson of the Licensing Board in 2009.

David Bonnell (Vice Chairperson)

David has recently retired as Head of the School of Fisheries at the Marine Institute and is the author of *Quality Assurance in Seafood Processing* (1994). He is a member of the Torngat Joint Fisheries Board and a past Board member with the Canadian Centre for Fisheries Innovation (CCFI), the Professional Fish Harvesters Certification Board (PFHCB) and the National Seafood Sector Council (NSSC). Mr. Bonnell has managed many projects for local fishing industry organizations and has held quality assurance positions with two Atlantic seafood processing companies. In addition, he served as Executive Director with the Seafood Management Education Association in St. John's.

Mr. Bonnell was appointed to the Board in 2005 as a member and was reappointed in 2007. In 2009, he was elected Vice-Chair of the Licensing Board.

Ida Powell

Born into a fishing family and raised in a fishing outport, Ida married and relocated to Charlottetown, Labrador in 1990. She immediately recognized an opportunity to help Charlottetown prosper. Her lifelong ambition was always to do good for other people; she turned that positive energy into action through her involvement in numerous volunteer committees and functions. Through her grassroots community activism, she was successful in securing a fire truck for the local fire brigade, and free community access to CBC Radio. She also fundraises for various organizations, including the local clinic, Charlottetown Recreation Committee, the Janeway, the Annual Shrimp Festival, the Red Cross, and the Cancer Relay.

Back left Ida Powell, front left Shirley Shea, back right David Woodman and front right David Bonnell

In addition to her many other activities, Ida has served as Mayor of Charlottetown. She developed a passion for promoting economic growth and development. After her election to Council in 1997, she spearheaded a team of volunteers who were successful in their lobbying efforts to secure $3.5 million to construct a water line to the $11 million shrimp processing facility. In the spring of 2000 the plant opened, supported by approximately 60 boats and employing more than 120 people from the southeast coast area.

Ms. Powell was appointed to the Fish Processing Licensing Board in 2005 and was reappointed as a member in 2007.

Shirley Shea

Shirley was born and raised in a fishing community and has been exposed to the fishing industry all her life. She graduated from St. Pius X High School in Baie Verte and has managerial experience in telemarketing.

Ms. Shea was appointed to the Fish Processing Licensing Board in 2008.

David Woodman

David was born in Bishop's Falls, and later moved to Harbour Main. He served on the Harbour Main Town Council for 17 years, including 3 years as Deputy Mayor and 9 years as Mayor. During the 1990s, he operated an independent garage in Holyrood. He has since retired.

Mr. Woodman was appointed to the Fish Processing Licensing Board in 2009.

1.2 Secretariat to the Board

The Department of Fisheries and Aquaculture's Licensing and Quality Assurance Division serves as the Secretariat to the Board. The duties and responsibilities of the Secretariat include, but are not limited to, all administrative functions, the review of all applications and the provision of background and other relevant information to the Board for use in their deliberations. All proposals and requests submitted to the Board are also copied to the Minister. The department's Fish Processing Licensing Policy Manual guides the Board in making recommendations.

The Director of the Licensing and Quality Assurance Division acts as Recording Secretary for the Board. The Recording Secretary is responsible for preparing and distributing the minutes of all meetings as well as compiling a record of the Board's recommendations. The record of recommendations is signed by the Chair or Vice Chair of the Board then submitted to the Minister for review and rendering of a final decision on the licensing application.

You may contact the Fish Processing Licensing Board at the following address:

Fish Processing Licensing Board Secretariat
c/o Ian Burford, Director of Licensing and Quality Assurance
Department of Fisheries and Aquaculture
30 Strawberry Marsh Road
PO Box 8700
St. John's, NL A1B 4J6

2.0 Mandate

The mandate of the Fish Processing Licensing Board is to make public recommendations on all fish processing license proposals or requests made to the provincial government. Only the routine renewal of fish processing licenses is exempt from this process. In keeping with its mandate, the Board's main objectives are to assess and make recommendations to the Minister of Fisheries and Aquaculture regarding:

- Licensing applications, including applications for new licenses, change of operator, and the consolidation and transfer of fish processing licenses;
- Applications for the addition of new species to existing fish processing licenses and, where appropriate, make recommendations regarding licenses on a regional basis;
- Corporate concentration, merger and acquisition issues in the context of fish processing licensing matters; and
- Appeals to reinstate licenses cancelled as a result of not meeting the activity requirements as outlined in the Fish Processing Licensing Policy Manual.

The Board is also subject to other objectives which the Minister may determine. For other related powers and duties of the Board, refer to Appendix B.

3.0 Values

The Fish Processing Licensing Board practices the relevant values and guiding principles of the Department of Fisheries and Aquaculture as set out in the Department's Strategic Plan 2011-2014 (refer to appendix C).

4.0 Vision

In its assessment of applications, the Board supports the Department's vision. "The vision of the Department of Fisheries and Aquaculture is sustainable fishing and aquaculture industries that achieve their optimum economic contribution to the Province of Newfoundland and Labrador." The Board accomplishes this by providing an equitable and impartial assessment of processing applications submitted to the Department.

5.0 Primary Clients

In delivering its mandate, the Board identifies individuals or groups whose needs have an influence on the Board's Business. The Board identifies the following as primary clients:

- The Minister of Fisheries and Aquaculture;
- Fish processors;
- Fish buyers, and;
- The people of Newfoundland and Labrador.

6.0 Lines of Business

The Fish Processing Licensing Board reviews all requests for new fish processing licenses, transfers of licenses, change of operator and adding species to existing licenses. The Department of Fisheries and Aquaculture provides licensing policies and procedures to the Board to guide this process. The Board makes recommendations to the Minister and the Minister makes the final decision on all licensing matters.

For additional information regarding the licensing policies and procedures, please visit the Department of Fisheries and Aquaculture website: http://www.fishaq.gov.nl.ca

See also the following link to the policy manual: http://www.fishaq.gov.nl.ca/licensing/Licensing_Policy_Manual_2010.

7.0 Financial Information

The Fish Processing Licensing Board is funded annually by the Department of Fisheries and Aquaculture. This funding is used to cover travel costs, remuneration of Board members (according to Treasury Board guidelines) as well as any other miscellaneous costs associated with meetings. Where possible, the Board will operate on a cost recovery basis through application fees.

8.0 Mission

The Fish Processing Licensing Board adopts the Mission of the Department of Fisheries and Aquaculture as follows:

> *By March 31, 2017, the Department of Fisheries and Aquaculture will have supported both the strengthening of the fishing industry and the expansion of the aquaculture industry to create sustainable economic opportunities for the province.*

The Fish Processing Licensing Board will contribute to the achievement of this Mission by making objective recommendations to the Minister regarding license applications.

For more details regarding the Mission statement above, please visit the Department of Fisheries and Aquaculture's website and view the department's Strategic Plan at the following link: http://www.fishaq.gov.nl.ca/publications/index.html

9.0 Objectives

Given the mandate of the Fish Processing Licensing Board, the Board's primary focus is to provide the Minister with objective recommendations on processing licensing applications. As such the following objective applies to the 2011, 2012 and 2013 calendar years and will be reported in the relevant reports.

ISSUE: Fish Processing Licenses

OBJECTIVE: The Fish Processing Licensing Board will have made recommendations to the Minister of Fisheries and Aquaculture on matters pertaining to fish processing licenses.

MEASURE: Recommendations made to the Minister of Fisheries and Aquaculture on matters pertaining to fish processing licenses.

INDICATORS: Assessed applications and made recommendations, as required for:

- New licenses;
- Change of Operator on an existing license;
- Addition of new species on an existing license;
- Transfers; and
- Appeals.

Appendix A: Strategic Directions of Government

Applicable Strategic Directions of the Department of Fisheries and Aquaculture for the period 2011-13.

Strategic Direction: Strengthened the role of the Fishing Industry as a Key Pillar of Sustainable Economic Growth within the Province.

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister		
		in the department's strategic plan	in the branch/ divisional work plans of the department
1. Fisheries Sector Efficiency	X		

Appendix B: Powers and Duties of the Board

Fish Processing Licensing Board Act

Powers and Duties of the Board

9. **(1) The Board shall**

a) consider an application for a fish processing licence which has been properly made to it, including an application for a new licence, a consolidated licence or a transfer of licence;

b) consider an application made to it under this Act which it is authorized to consider; consider a matter referred to it by the Minister, where that matter is of one of general application which does not refer specifically to a particular fish processing licence;

c) consider an application related to corporate concentration, merger and acquisition issues in the context of fish processing licensing matters; and

d) after considering a matter referred to in paragraphs (a) to (c), make a recommendation, including its reasons for that recommendation, to the Minister with respect to a course of action on that matter.

(2) The Board may

a) request that the Minister provide professional or technical assistance or advice required by it to make its recommendations to the Minister; and

b) generally, do those other things that are necessary to fulfil its mandate and make the required recommendations to the Minister regarding an application under this Act.

Appendix C: Values and Guiding Principles

Values and Guiding Principles

Collaboration and Teamwork

In delivering the department's programs and services, each individual does so through consultation, partnership and teamwork with clients, industry stakeholders, and co-workers.

Accountability and Responsibility

Each individual participates in government's work planning initiatives and is accountable for the responsibilities identified in their individual work plans.

Communication

Each individual shares information, while respecting confidentiality requirements, with co-workers and industry stakeholders and on a timely basis.

Service to the Public

Each individual demonstrates respect for the public they serve through the following actions: timely and courteous responses to public enquiries; efficient and cost-effective delivery of programs and services; and identification of cost-saving measures wherever possible.

Respect

Each individual treats clients and co-workers in a courteous and considerate manner. They listen to and consider differing views and opinions and operate within the principles of a respectful workplace. Respect is demonstrated through the efficient and timely response to requests and questions.

Confidentiality

Each individual ensures information provided to the department on a confidential basis is respected and protected from disclosure.

Recognition

Each individual recognizes, appreciates and celebrates co-worker accomplishments which contribute to the department's goals and objectives.

Sustainable Development

Each individual works toward the sustainable development of the province's renewable fisheries and aquaculture resources.

Fisheries and Aquaculture